

Ways To Increase Online Store Sales

Materials

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- **Offer coupons and discounts**

Coupons have always been a major component of online retail advertising. So we do not need to say anything about its power. You have always seen that from the largest online stores in Iran to the newest ones, they are always offering discount codes for various occasions, methods and excuses. But you should know that discount coupons can be used better, which plays a role beyond just increasing the motivation to buy. Coupons can also act as bait to entice new email subscribers and then turn them into our loyal customers through email marketing. Email marketing training article will be useful in this regard. In the image below, you can see that online store has used the discount code as an incentive to receive the email.

- **Presentation of e-books and... (Lead Magnets)**

According to the chart below, the average conversion rate of an online store to buyers varies between 2 and 3 percent. Of course, this is a global average, and in Iran, according to the data available to the platform, this average is about 0.1 to 1 percent. So at least 97% of these visitors have more work to do to become buyers.

As you know, blog content attracts traffic. One of the goals of content marketing is to convert traffic to subscribers (what is content marketing). [E-books and other lead magnets](#) (lead magnets, anything you offer for free to receive and subscribe to users' email addresses), such as checklists, mini-courses, tools, and more. Offer to persuade visitors to give you their email address. Here are 10 ways to start producing content online store can help you in this regard.

Think about what you can offer that will help a potential customer solve a problem. A lead magnet should be something valuable enough to pay for, but you offer it for free.

- **Loyalty Program**

You do not just want customers to buy your products, you want them to keep buying from you. E-commerce brands achieve this goal by creating a sense of value in their best customers. Reward them for doing so through a customer loyalty program. Create a loyalty program that motivates customers to make more purchases or spend more on each purchase. Loyalty programs come in many forms, but they are generally a system in which the customer's score increases and these points give him more purchasing power.

In the loyalty program, you can also reward customers for things other than shopping, such as writing product reviews, sharing your pages and content, and sending photos. You can see the Olympic loyalty program below.

- **Give a prize**

People love free things. Make people talk about your brand by rewarding them. Advertising bonuses on websites and social media exposes your brand to more people and extends your sales or email list. created new customers with such a campaign as you can see below.

- **Holding a contest**

Holding Instagram and Telegram contests (or contests that you run on any social network or other channel) is one of the best ways that e-commerce brands or online stores can use to inform more users about their brand, form a community, drive traffic. And increase the number of visitors to your website and increase your sales.

The best ways to hold contests on social media are:

- Create a special hashtag for the contest;
- Create an image or video to announce the contest;
- Create sample posts that inspire users;

Obtain the legal rights necessary to reuse user-generated content (UGC);
View featured posts in a gallery on your website and social channels;
Adhere to the rules of that network and publish competition policies.
Create a challenge

While researching this article, I came across a fun tactic and realized that this tactic, that is, creating a challenge, is a powerful idea. Those who take part in this challenge all have a common motivation. They will welcome your ideas, possibly share your content, and may buy from your products, or at least gain memorable and personal memories of your brand. Challenges like #no_to_... that you have seen many things yourself.

- Cross-Sell

An article on the SEMRush blog cleverly recommends that we focus on cross-selling our products to increase online store sales. For example, when a customer buys you a cell phone, offer to buy a screen protector or case as well. Finding such practical opportunities is your art.

- Up-Sell

Overselling is also an effective method. According to Econsultancy, this method is 20 times more effective than cross-selling. Buyers are likely to call everyone who looks appropriate, if there are only a few. In this way, you offer the customer a better and more expensive purchase before or after a successful purchase, because at the same time, the probability of customers buying the next superior product increases. So prepare your store for overselling and keep the following in mind:

The proposed product must meet the main needs of the customer.

Price sensitivity should be very important, so be clear about the benefits of most of the features offered.

Show the best-selling products

If you ask a hotel host what their favorite food is, they will probably answer, "It 's our favorite pasta," or "If you're very hungry, I have to say everyone's really in love with us," or something like that. . His recommended food is their well-known food, or it is either easy to prepare or more profitable for them than other foods. Many restaurants eliminate the need to ask such questions by listing their most popular dishes on the restaurant menu. E-commerce companies can do the same.

It is human nature to follow the collective. Buyers are also welcome to help. Show them the best-selling products or best-selling products in each category. By doing this, you reduce their confusion and increase your sales.

- Create interactive assistants

It is worthwhile for shoppers to provide information and advice to online stores to help them make more informed decisions. You can use a wide range of interactive tools on your website. Use these tools, such as customer relationship tools or the ChatBot or Recommendation Engine. These tools allow you to ask the customer a set of questions and make recommendations based on the customer's answers, just like what a salesperson can do to help. glasses online store personalizes its product offer based on customers' face style.

Online tools help potential and past customers identify their preferences and preferences, as well as help you gather useful data, data that can lead to sales at or at the same time. Used to personalize your next communications.

Creating a live chat with users also greatly increases the likelihood of a purchase.

- Making demo videos

No doubt displaying images helps sell products, but using images is a common way. You can increase the sales of your new, special or popular products by producing promotional videos or short videos that promote the product.

Try this idea for just a few of your products and evaluate the effect to see if investing in video production pays off. If you find that video display increases sales, you can expand the program by producing more videos and try different video production methods and different types of video. As you

know, produces very attractive videos for many of its digital products.

- Reduce customer risk

Your website homepage should have "risk mitigators", ie ads that help resolve objections and complaints and give more peace of mind to buyers, such as:

- free delivery
- Fast delivery
- Money back guarantee
- Ability to return goods for free (Free Returns)
- Security of financial transactions

But many visitors enter the product pages directly and do not see the main page of the website. Therefore, the most important risk reduction messages should also be displayed in at least one specific location on the product pages. Some of the risk reducers that are common among Iranian stores are the ones that you can see in the picture below, which is related to a cosmetic store.

- Provide reviews, comments, ratings and...

I cannot say that using a section to review users is a good idea to increase sales or remove it is a bad idea. Both are true, and I should probably say that thanks to, buyers expect to see reviews from other users. Standard systems for reviewing e-commerce products are useful, but systems that include photos or videos that enhance customer stories are more attractive. For example, the image of a buyer expressing his opinion about a product helps to create a sense of trust.

- Show trust marks

Customers often skip the purchase process when they have concerns about the security of their payment. By displaying one or more badges, you can convince customers that the process is safe and secure. Signs of trust in our country The symbol of electronic trust (Inmad), the mark of organization of the digital media department of the Ministry of Guidance, the mark of the National Union of Virtual Businesses or the bank logo that has given you the payment gateway. If you use payment interface ports, their secure payment symbol is also available.

- Display user-generated content

Displaying photos taken by users is a great way to create Social Proof. This is because potential customers will notice that your products are regularly purchased by people just like them, and they can more easily do what others do. There are many ways to collect and use user-generated content (UGC). Store collects photos via an Instagram hashtag and displays them in a gallery on the home page of its website.

- Display lightbox at user logout

To attract visitors on the eve of leaving your website, add a pop-up to your site that is displayed when users leave. This means that this pop-up will open when the user mouse hovers over the exit button. Give users a reason to join your email list by offering a free guide, discount, or other incentive tailored to your brand.

- Send shopping cart emails

Marketing automation platforms allow you to send custom emails to buyers who have left their shopping cart. If the customer logs in and leaves their shopping cart without completing the purchase process, you can send them custom emails with pictures of the items in the shopping cart. Tactics you can try for shopping cart emails are:

- Include their personal information in the email you send them.
- Send emails shortly after leaving the cart.
- Try sending email more than once.
- Use social verifications such as customer reviews, ratings, and more.
- Provide options such as related items (which have the potential to succeed).

- Send automated emails

Potential and former customers have given you their email addresses. So you send them something, that is, send an email. With email marketing, you can send targeted and timely messages at different stages of the purchasing cycle.

In a great article on e-commerce email sending strategies, Nadav Dakner shares with you 6 potential automated emails you might want to use in addition to the abandoned shopping cart reminder (discussed earlier):

- Welcome Series;
- Track order;
- Invite to re-interact;
- Up-Sell Offers;
- Announcements about educational content;
- Latest product information and developments.
- Supporting charities

E-commerce brands can also act like Toms Bags & Shoes. At Thoms, "every purchase has a purpose." With every purchase that customers make, the company spends part of it sending bags and shoes to deprived areas, and this has made it famous and credible. Customers also understand, appreciate and support the company's mission. That way, everyone wins.

Advertising on special occasions

Although Nowruz, birthdays and anniversaries are common occasions, you can advertise with these and other special occasions throughout the year. Depending on what you are selling online, there are several special occasions and several public occasions that are good opportunities for advertising and campaigning. Our special holidays are Iranians, World Cups or derbies, national and religious occasions and so on. For example, has been holding its special sales campaign on Yalda night for several years

Turn customers into sales force

Influencer marketing has more than just using celebrities and paying Instagram celebrities to name your products. One of the smart strategies for e-commerce brands is to create an Affiliate Network of specialized influencers (Niche Influencer who do not have many followers but are focused on specific areas and work professionally). We have already explained what sales collaboration is in the article on online advertising, which means creating a profit sharing with someone who introduces your product to others and that introduction leads to a purchase. Your sales affiliate program can be financially motivated or:

- More advertising opportunities on your website and social media pages;
- Access to more customers
- Create a loyalty program for yourself.

As you are probably aware, as one of the pioneers of online sales in Iran, has created a sales cooperation program for users and has advertised it through

Send Instagram users to your store

Instagram is made for people who love pictures. But apparently Instagram is also attractive for people who love shopping. According to Instagram, 60% of users say they know about the products and services on this platform, and 30% have bought what they found on Instagram. The key to Instagram marketing is to attract users and direct them to your website. But how do we do that? Knowing the correct way to write an Instagram caption can be very effective in this regard.

Holding competitions.

- Display images of customers who have used your products (also called user-generated content).
- Carefully select an attractive page on your website and link to it in the Instagram biography section. This is the only link you can display on this network.

Use mobile ads

In fact, many shopping websites are now realizing the importance of a mobile-first strategy in

designing their website (Mobile-First Strategy).

Mobile ads use features such as geolocation and mobile ads to connect shoppers who are on the go, sitting in the waiting room, or even shopping.

Recommendations for the effective use of mobile advertising in e-commerce are:

- Website optimization for mobile users using Responsive Design.

- Ads targeted to benefit from this (**Retargeting Ads**, ads that target only those who already have a website or mobile app you have the chance to encourage them to do this).

- Use video.

- Use Google Analytics to better understand the behavior of your audience on each communication channel.

- Use notification cover (what is notification cover)

- **Increase transportation options**

Who likes to wait weeks to receive their product? Even worse, who wants to be unaware of when to receive their goods? These are questions to which the answer is quite clear: no one.

Satisfy more customers' choices with predictability, specificity, transparency, detail and accurate information, and most importantly. For this purpose, you should consider the following:

- Provide product delivery options of your choice.

- Ability to track product delivery.

- [Detailed information on transportation costs](#)

- .

- Provide free and fast shipping incentives.

Because of the cost and difficulty of providing a professional logistics infrastructure, you will be much more successful if you can do well in this area.

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